J. N. Willys Says Industry Is He Has Surrounded Himself Stronger, Due to Readjustme .: of Sales.

In a recent interview John N. Willys, President Willys-Overland Compoints on this year's business pros-

which model that we sell at a very low price. Thus we are studying each class of motor car purchasers—that desiring a low-priced car and that class which seeks the middle-priced car of test grade and fine materials and finish.

It is through a stu, of all classes

It is through a stur of all classes the motor-buying public that one st obtains a b as for discussing e probable automobile sales in 1922. One of the best prepared analyses of the probable market I ever saw was that laid before me at the openwas that before me at the open-ing of 1920. It was prepared by in-dependent asencies quite outside the automobile busin a. Its final con-clusion stated that used cars to the number of 1.500.000 would be re-placed with new cars during 1921. Yet our most reces flowers show Yet our most receive figures show that final figures at the close of 1921 will show approximately 1,700.

### What 1922 Promises.

Withour going into any detailed discussion or the history of automobile sales and how conclusions may be drawn from them. I would have out that motor car owners in

## HAYNES FEATURES STARTING DEVICE

Finger Button on Instrument Board Used Instead of Foot Starter.

The trend in automobile manufac ture among the higher grade motor cars is toward simplicity in mechancal operation. The Haynes Automobile Company has recognized this
fact, and engineers and designers
working along these lines have produced an electric button starting device for the new improved Haynes
is, which requires merely the pressing of the button on the instrument
marked to start the motor.

This new finger button starter,
which has supplanted the foot startir, makes the starting as simple as
ringing a doorbell. It has the added
divantage of being within convenent reach of the driver, so that the
har can be started at all times withlit delay, as well as in case of emersency. ars is toward simplicity in mechan-

## AUTOMOBILE NOTES.

Body designs of the Rickenbacker ar now on display at the auto show re five-passenger touring car, four masenger rouge and five-passenger den. Side lamps are used on all odels, with first grade leather triming in the touring car and the next waterproof pantezote for the p.



# STRONG PEERLESS ORGANIZATION

With a Big Group of Well Known Experts.

Announcement of the personnel which R. H. Collins, President and pany, brought out the following General Manager of the Peerless Motor Car Company, has gathered about him discloses that this new Peerless

Mr. Collins is considered one of the most versatile and capable of the big figures which the motor car industry has produced. He is perfectly at home with the most absorbing problems of his engineers, and the manager of purchases learns much from him in questions concerning the quality, delivery and price of materials and supplies. As an advertiser of high-grade motor cars he is one of the acknowledged leaders.

The public is acquainted with the soldier, and a new Challenger touring car model in a Brewster green light. These cars surpass in heauty of body design and rare harmony of color blending, beautiful lines and appoint ments anything that the Columbia people have ever shown.

With the exception of the Challenger touring car model in a Brewster green light. These cars surpass in heauty of body design and rare harmony of color blending, beautiful lines and appoint ments anything that the Columbia people have ever shown.

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With the exception of the Challenger model, all the cars have a standard chassis made up of the following widely known specialized units: Seven-R Continental motor.

Timken axies, Borg & Beck clutch,

success of Cadillac under the Collins management—the doubling of the company's yearly sales revenue: the appointment of the Cadillac as the standard seven-passenger car of the United States Army, Navy and Marine Corps; and the decalaration by foreign automotive authorities that the succeeding type Cadillac, designed and built under his direction, was unexceed in motor car depend.

When Mr. Collins resigned from Cadillac it was pointed out as a significant fact that, during his entire service there was never even a suggestion of a strike or labor disturbance of any k nd in the Cadillac plant. This record resulted from his intimate personal co-operation with his co-workers in all departments creating a unique spirit of loyalty in the organization.

Many of these co-workers are now associated with him at the Peerless.

offits on this year's business prospects.

The autogobile as an accepted vehicle celebrated its twenty-first birthday in 1921. The automobile industry found that this age of majority brought new problems of business adjustment.

In solving these problems in 1921 the industry in the leading sales and production methods upon sounder foundations.

The establishment of these new standards in sales and production administration brought the industry through the year in far stronger condition than many anticipated.

Naturally, in reaching conclusions on the production plans for 1922 the officials of the companies in which am interested directly have given men may more specific data. My contact with the 1-aders in the industry has given fiets confirmatory to the interests.

Willys-Overland manufactures two cars, the Overland and the Willys-string in the rests.

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RICE MADE RAPID, RISE.

was unexceiled in motor car depend-

AMERICAN CARS IN JAPAN.

The progressiveness of the larger Nincteen years ago H. H. Rice was a distributor of the Cadillac at Providence, R. I. To-day he is Prosident and General Manager of the Cadillac Motor Car Company Mr. Rice several years age ywas President of the Waverly Motors Company at Indianaposis. He then became treasurer of the General Motors Corporation, and in that especify treasurer of the Cadillac company, its was later made Vice President of General Motors, and then President and General Motors are the General Motors of Cadillac Several Motors.



# One Car Among 100 Whose Value Everyone Knows

A Startling and Significant Fact Which You Instantly Recognize as Being Your Own Conviction

ALMOST any man who seriously asks himself what he thinks about the Hupmobile will find, if he has ever given the matter any attention at all, that he has always held a high opinion of its value.

If he follows the subject a little further in his own mind, he is almost certain to recall that he has expressed this good opinion to others, time and time again.

Whether he has owned a Hupmobile or not, somewhere, somehow, he has gained the positive impression that it is a car among cars.

> The Same Thought In Everyone's Mind

Ten minutes spent in this sort of reflection will bring him to some very surprising con-

For instance, he is almost sure to recollect that he has never talked to anyone who did not feel about the Hupmobile as he feels.

If he has traveled extensively, it will be borne in on his memory that wherever he went he found exactly the same conclusions concerning the Hup-

But this is only the beginning of the revelation that awaits

If he takes even a hasty glance

at the history of the automobile business, two facts will immediately stand out with startling distinctness.

How Few Stand As High As Hupmobile

One is that millions of motor cars of nearly three hundred makes have been marketed in a marvelously short space of

The other fact-more startling and significant by far-is the astonishingly few cars which have built such a solid, enduring reputation as he knows the Hupmobile to enjoy.

Passing in review all of the 100 makes which are still in existence, he will not be able to think of another car in its class of which he-and everyone else—thinks as highly as he does of the Hupmobile.

If he asks himself why this is so, he will find that it is because he has, consciously or unconsciously, recognized in the Hupmobile those very elements of reliability which every man hopes to get when he buys a motor car.

> What We Mean By Reliability

That everlasting regularity of performance which every motor car should supply, and Some Well-Known Hupmobile Truths COSTS of operation hold to an exceptionally low

Maintenance and repair costs almost unbelievably

Car is particularly free from the need of constant and petty adjustments.

the same fine performer when it's old.

mud, on high gear.

On high gear, throttles smoothly to a walking pace; and picks up again, on high gear, instantly and the average, in relation to

Develops great pulling power on high gear; climbs the average low-gear hill, and pulls through sand and

A remarkably fine per-

Touring Car, \$1250 Roadster, \$1250 Roadster-Coups, \$1455 Coups, \$2100 Sedan, \$2150 Cord Tires on all models - Prices F. O. B. Detroit - Recenus Tan Entre



which every one concedes to the Hupmobile.

That everlasting regularity which in the Hupmobile spells the difference between unbroken satisfaction and continuous annoyance.

That uninterrupted regularity which makes the Hupmobile known above and beyond all else as a reliable car to buy.

That regularity which the Company began building into the Hupmobile a dozen years ago and has never stopped building into it ever since.

That regularity which holds down repair costs and adjustments all the year aroundwhich explains why the first models, and all the succeeding seasons' Hupmobiles, are still

Columbus 8725

rendering heroic service on

That regularity which comes from a right principle of design adopted at the beginning. persisted in, and steadily developed ever since.

That regularity which is peculiar in its field to the Hupmobile-which you are sure of in the Hupmobile, and not sure of somewhere else.

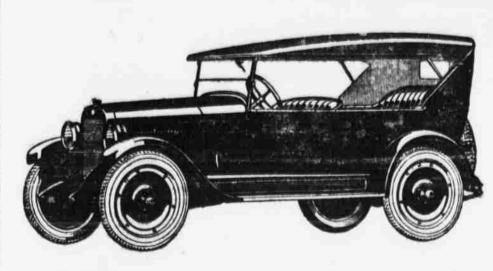
That regularity which makes the Hupmobile at \$1250, the outstanding value of motordom today-a value so sure and so certain that the buyer who chooses something less sure and less certain at a lesser price, or at \$500 more,-almost deserves what he gets! Hupp Motor Car Corporation Detroit, Michigan

Exhibited at the Show

BROOKLYN Vandar Motor Sales Corporation Van Alstyne Motor Corporation 1505 Bedford Avenue Prospect 9941 1876 Broadway

NEWARK Mortensen & Humphreys, Inc. 37 Halsey Street Mulberry 2946

# Hupmobile





FULL-powered motor, with special design aluminum pistons and perfectly balanced crankshaft—free from vibration; a sturdy, rigid frame, with channel six inches deep; 52 inch rear springs; large spring bolts and bushings that wear more slowly and stay quiet longer—these loom large among the elements of unusual value with which the New Series of the good Maxwell abounds.

It is such things as these which assure the reliability, the savings, and the brilliant performance, which these cars are rendering everywhere.

Touring Car, \$885 Roadster, \$885 Sedan, \$1485 Coupe, \$1385 F. O. B. factory, war tax to be added

Exhibited at the Automobile Show-Space A 9

Maxwell-Chalmers Distributing Corporation 1808 Broadway at 59th Street Telephone Circle 5550

175th Street and Grand Concourse

Telephone Tremont 4914

The Good



## An Announcement

This car, known as Model Eight-Ninety, sells for \$2485, at Indianapolis.

Built on the well known Cole Aero-Eight Chassis, its power, durability and smooth performance can not be questioned.

Many Cole cars have given 20,000 miles on a set of tires, and averaged from 12 to 16 miles on a gallon of gasoline.

Its brakes are the most efficient ever installed-proved so by actual test.

In official test it has accelerated from ten to fifty miles an hour in twenty-two and four-fifths seconds.

New York has never seen a more beautiful car.

COLE MOTOR COMPANY of New York 1850 BROADWAY

Newark WALLACE MOTOR CAR CO. 894 Broad Street

SPACE A 1

Brooklyn ROYAL VEHICLE CORP. 1750 Bedford Avenue

AT THE SHOW

IT MAKES LITTLE DIFFERENCE WHAT YOU NEED—

A WORLD "WANT" AD. WILL GO AND FIND IT